

Meeting Minutes

Members: **Joe Bartolomei, Jennifer Buffo, Thera Buttaro, Margaret Grahame, Keo Hornbostel, Monica Hubert, Kirstyne Lange, Kirk Lok, Crista Luedtke, Brian Marchi, Brandon Mrkvicka, Tony Pace, Bert Rangel, Edward Roe, Caroline Shaw, Tim Zahner, Michael Trillo, Scott Alonso (to be sworn in)**

Invitees: Ethan Brown, McCall Miller, Kristen Madsen, Bill Arnone, Claudia Vecchio, Todd O'Leary, Lori Angstadt, Kelly Bass Seibel, Jonny Westom, Conrad Braganza, Jessica Quigley (recording secretary), Tracy Koch, Liza Graves, Jessica Weaver, Marty McDonald, Julie Van't Haul- SF Travel, Brett Allor- SF Travel, Kellin Gilbert- Pisenti & Brinker, Aliandra Schaffer- Pisenti & Brinker, Visitor Centers- Cloverdale, Gyserville, Healdsburg, Mark West, Petaluma, Russian River, Santa Rosa, Sebastopol, Sonoma Valley, Stewards of the Coast and Redwoods, Windsor.

Public: None

Absent: **Edward Roe, Brandon Mrkvicka, Joe Bartolomei, Michael Trillo, Scott Alonso**

Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
Meeting Call to Order	Meeting commenced at 3:02 pm.	N/A	N/A	N/A
Roll Call	<i>Roll call taken for all members</i>	N/A	N/A	N/A
Public Comment	NA	N/A	N/A	N/A
Statement of Abstentions	T. Zahner will abstain from agenda item 10 b regarding Visitor Center Funding.	N/A	N/A	N/A
Approval of Consent Items.	<p>Motion: T. Buttaro. S: J. Buffo to approve the consent items as presented.</p> <p>a) Approval of Agenda: June 28, 2023 b) Approval of BOD Minutes: May 24, 2023 c) Acceptance of Committee Minutes: Governance Committee May 3, 2023 Community Engagement March 27, 2023 Finance & Legal Committee May 22, 2023</p>			

SCT Board of Directors Board Meeting

June 28, 2023, 3:00PM In-Person – Sonoma County Tourism, 400 Aviation Blvd, Suite 500 Santa Rosa, CA

Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
<p>FY23-25 Strategic Plan- FOR POSSIBLE APPROVAL</p> <p>Committee Items Requiring Board ACTION:</p> <p>Finance and Legal- FY21-22 Audit</p>	<p>performance.</p> <p>K. Bass Seibel discusses request from Governance Committee to collect information on what organizations our board members are connected too. A document it passed around.</p> <p>.</p> <p>C. Vecchio asks board for vote on approval of FY23-25 Strategic Plan.</p> <p>Motion to approve: M. Grahame. S. T. Buttarro to approve FY23-25 Strategic Plan as presented:</p> <p>Ayes-13 Nays-0 Abstentions-0 <i>(M. Hubert and B. Marchi joined the meeting prior to this vote)</i></p> <p>.</p> <p>Brett Bradford of Pisenti & Brinker presents FY21-22 Audit to board for approval.</p> <p>Motion to approve: M. Hubert. S. B. Rangel to approve Fy21-22 Financial Audit as presented:</p> <p>Ayes-12 Nays-0 Abstentions-0 <i>(C. Luedtke not present for this vote, had stepped out of the</i></p>	<p>Board Members to list local organizations they are affiliated with.</p>	<p>K. Bass Seibel</p>	<p>End of meeting</p>

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Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
<p>Community Engagement- Visitor Center Funding</p> <p>Governance Committee- Merge of Business Development and Travel Trade Committees</p> <p>Slate of Officers</p> <p>Board & Committee Calendars</p>	<p><i>room)</i></p> <p>T. Buttaro presents request for visitor center funding and the recommendations the Community Engagement Committee has for approval for the \$500,000 budget allocation for operations of visitor centers.</p> <p>Motion to approve: J. Buffo. S. B. Rangel to approve FY23-24 Visitor Center Funding as presented:</p> <p>Ayes-12 Nays-0 Abstentions-1 <i>(C. Luedtke has rejoined the meeting. T. Zahner abstains)</i></p> <p>K. Hornbostel discusses the recommendation of the Governance Committee to Merge the Business Development and Travel Trade Committees, Slate of Officers and the FY23-24 Board and Committee meeting calendars:</p> <p>Motion to approve: K. Lange. S. C. Shaw to approve merge of Business Development and Travel Trade committees:</p> <p>Ayes-13 Nays-0 Abstentions-0</p> <p>Motion to approve: K. Lange. S. C. Luedtke to approve FY23-24 Slate of Officers as presented:</p> <p>Ayes-13 Nays-0 Abstentions-0</p> <p>Motion to approve: K. Lange. S. M. Grahame to approve FY23-24 calendar of Board and Committee meetings as presented:</p> <p>Ayes-13 Nays-0 Abstentions-0</p>			

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Board Report	C. Vecchio discusses that annual report will be presented in September.			
What's New and Noteworthy?	K. Lange discusses funding in district 3 and the impacts this will have.			
Next Meeting	August 23, 2023 at 3pm in SCT Board Room.	RSVP in BoardEffect	Members	3 days prior in BE; or 1 week prior if virtual for posting requirements
Adjourn	Meeting Adjourned 4:56pm.			